



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Richard D. Ellis et al.  
Application No. : 09/998,901  
Filed : November 29, 2001  
For : METHOD AND SYSTEM FOR DYNAMICALLY  
INCORPORATING ADVERTISING CONTENT INTO  
MULTIMEDIA ENVIRONMENTS

Docket No. : 120073.424  
Date : May 28, 2002

Box Missing Parts  
Commissioner for Patents  
Washington, DC 20231

PRELIMINARY AMENDMENT

Commissioner for Patents:

Please amend the above-identified application as follows:

In the Claims:

Please cancel claim 1.

Please add new claims 2-21 to read as follows:

-- 2. An advertisement delivery system for dynamically incorporating advertisements into executing game code, comprising:

a game console connected to a communication network and executing the game code, the game console structured to locate advertising tags in the program, to compare a set of criteria identifying a set of advertisements stored on the game console after an advertising tag is